

DEPARTMENT OF HEALTH SERVICES

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February 24, 2003

TO: Prospective *Network* Local Incentive Award Program Applicants

- City Governments
- Parks and Recreation Departments
- Local Health Departments
- County Offices of Education/Public School Districts
- Colleges/Universities
- University of California Cooperative Extensions
- Indian Tribal Organizations
- Other Public Organizations

SUBJECT: *NETWORK* LOCAL INCENTIVE AWARD PROGRAM FUNDING
ANNOUNCEMENT INFORMATION FOR FEDERAL FISCAL YEAR
2003/2004

The *California Nutrition Network for Healthy, Active Families (Network)* is a social marketing campaign of the Cancer Prevention and Nutrition Section within the California Department of Health Services. Its mission is to create innovative partnerships that enable low-income Californians to adopt healthy eating and physical activity behaviors as part of a healthy lifestyle. The *Network's* three behavioral objectives are to: 1) increase fruit and vegetable consumption to 5 - 9 servings a day as part of a healthy diet, 2) increase physical activity to at least 30 minutes a day for adults and 60 minutes a day for children, and 3) increase participation in federal nutrition assistance programs by those who are eligible. The *Network's* Local Incentive Award (LIA) Program targets the community level by providing matching funds for public organizations to enhance or expand by up to 50 percent the qualifying interventions they provide for low-income consumers. Strong fiscal and administrative infrastructure and existing community partners will encourage program success.

The United States Department of Agriculture (USDA) Food Stamp Nutrition Education Program is the funding source for the *Network* LIA Program. The primary target audience is persons participating in or eligible for USDA's Food Stamp Program. However, an organization may still participate if it is able to sufficiently demonstrate that at least 50 percent of its target audience has household incomes of not higher than 185 percent of the Federal Poverty Level (for school districts, over 50% of students must qualify for the free or reduced school meal program).

Enclosed is the *Network's* LIA Program funding information for qualifying public organizations for federal fiscal year October 1, 2003 to September 30, 2004. Acceptance for new LIA applicants will be prioritized by the *Network's* targeted needs with the main focus on the three behavioral objectives listed earlier and low and/or non-represented channels/locations. This packet includes the following:

- **Funding Announcement Fact Sheet**
- **Network Application Timeline**
- **Letter of Qualification and Intent** (mandatory and non-binding) due by **March 14, 2003**
- **Allowable/Unallowable Costs** – use to assist in determining allowable costs in determining your organizations Local Share budget amount.

In March 2003 a *Network* LIA Program Guidelines Manual will be mailed to new, prospective LIA awardees that have returned the Letter of Qualification and Intent. The manual includes detailed requirements and instructions for completion of **Local Share** (defined as activities/costs relating to your organization's existing nutrition education program) and **State Share** (defined as activities/costs relating to the amount of funding your organization will receive from the *Network* to enhance or expand its nutrition education program) documents. Current/returning LIA applicants should continue to use the updated LIA Program Guidelines Manual (three-ring-binder, loose page format) that they received during the solicitation process occurring in 2002. Revisions to the Guidelines Manual will be distributed, when necessary, through the use of a Program Letter issued by the *Network*.

The *Network* encourages your organization to participate in this innovative funding opportunity. Be sure to check our website for key funding and program information: www.ca5aday.com. For administrative/fiscal questions, please contact me at (916) 327-0938; for program questions, contact Frank Buck, Associate Health Program Advisor, at (916) 445-1305.

Ralph Bonitz
Administrative Manager
Cancer Prevention and Nutrition Section

Enclosures

Network Application Timeline

For Federal Fiscal Year October 1, 2003 - September 30, 2004

- February 24, 2003** LIA funding announcement packets distributed
- March 14, 2003** Letter of Qualification and Intent (mandatory and non-binding) due to the *Network* (see attachment)—**REQUIRED FOR ALL APPLICANTS**
- March 21, 2003** *Network* LIA Program Guidelines Manual distributed to new organizations submitting Letter of Qualification and Intent. Current/returning applicants should notify the *Network* if they did not receive a Guidelines Manual in 2002.
- April 28, 2003** Documents relating to the nutrition education program funded by your organization (**defined as Local Share**) due to the *Network*
- May 2003** Training to assist LIAs in development of State Share Scope of Work will be offered in Orange County, Hayward, Sacramento, and Eureka. Dates to be determined.
- June 13, 2003** Documents relating to your organization's enhanced/expanded nutrition education program (**defined as State Share**) due to the *Network*. Experienced Local Incentive Awardees may submit both Local Share and State Share documents on the April due date to facilitate the document approval process. This would be especially beneficial for school districts to allow negotiations to conclude before the end of the school year.
- October 1, 2003** New contract year begins

For more information

Programmatic Questions: Frank Buck (916) 445-1305

Administrative/Fiscal Questions: Ralph Bonitz (916) 327-0938

To participate in the *Network's* October 1, 2003 through September 30, 2004 Local Incentive Award (LIA) Program your organization must submit the mandatory, non-binding **Letter of Qualification and Intent** shown below. Information within the box must be placed (typed or photocopied) on a document containing your organization's **official letterhead** and an **original signature** of an authorized representative. All letters must be postmarked no later than **March 14, 2003**. Mail letters to:

California Nutrition Network
Attention: Ralph Bonitz
P.O. Box 942732, MS 662
601 North 7th Street
Sacramento, CA. 94234-7320

Additional, detailed instructions for completing application documents will be mailed at the end of March 2003 to the Project Representative you have identified. **Please note: All applicants (including new, returning, and current LIA contractors with two-year contracts ending September 30, 2004) are required to submit a Letter of Qualification and Intent.**

LETTER OF QUALIFICATION AND INTENT

Official Organization Name: _____
Project Representative: _____
Mailing Address: _____
City, State, Zip: _____
Telephone: () _____ FAX: () _____
E-mail Address: _____

The nutrition education budget funded by my organization (defined as Local Share) for the October 1, 2003 to September 30, 2004 period is anticipated to be \$_____ (minimum of \$50,000).

LIA Program applicant eligibility is based on the ability to meet **all** requirements listed below during the October 1, 2003 to September 30, 2004 period.

- 1) Your organization is a **public entity** (e.g., city governments, parks and recreation departments, local health departments, county offices of education, public school districts, colleges/universities, University of California Cooperative Extensions, Indian Tribal organizations, other public organizations)
Please indicate public organization type: _____.
- 2) Your nutrition education program, which may include some physical activity promotion and federally funded nutrition assistance program promotion, will primarily target:
 - a) Persons participating in or eligible for the USDA Food Stamp Program or a target audience with at least 50 percent having household incomes of not higher than 185 percent of the Federal Poverty Level, and/or
 - b) For school districts or organizations working with schools, over **50 percent** of the students must be eligible to receive **free and reduced** school meals at each participating school site.
- 3) Your existing nutrition education budget funded by your organization (defined as Local Share) targeting low-income consumers will total a minimum of **\$50,000** for the October 1, 2003 to September 30, 2004 contract period.
- 4) Your existing nutrition education program (Local Share) is paid for with **non-federal sources** (state or local public funds) or private cash donations and will not be used to match other federal programs. (Exception: Indian Tribal organizations may use federal funds designated for nutrition education as an allowable local source of dollars directed toward nutrition/physical activity promotion.)

I have reviewed the requirements listed above, and verify that my organization meets all the qualifications.

Signature of Authorized Organization Representative

Date

Please Print Name

Title

All activities and materials must be targeted to persons participating in or eligible for the USDA Food Stamp Program or a target audience with at least 50 percent having household incomes of not higher than 185 percent of the Federal Poverty Level. For School Districts or organizations working with schools, over 50 percent of the students must be eligible to receive free and reduced school meals at each participating school site.

ALLOWABLE AND UNALLOWABLE COSTS

USDA GUIDELINES, 2003

<u>ALLOWABLE</u>	<u>UNALLOWABLE</u>
Nutrition Education Events/Classes	
<p>Structured, interactive educational and promotional events in community settings. Classroom setting (salaries, space, equipment, materials) for food stamp recipients and similar low-income persons on nutrition related topics (e.g., food budgeting, preparation, safety). Primary purpose of class must be to provide nutrition education. If nutrition education is included with other topics, only that portion of class pertaining to nutrition education is an allowable cost.</p> <p>The <i>pro rata</i> share of costs of classes that are provided to targeted groups in conjunction with another program (e.g. WIC), provided the State agency describes the interagency agreement that exists between the programs, and the method for allocating costs between the programs.</p> <p>Promotion or marketing for the establishment of a Salad Bar Program or to support an existing Salad Bar Program.</p>	<p>Classes that are designed to provide case management or "life skills" training (e.g., parenting, child development, crisis management, rental information). Only that portion of the training related to nutrition education would be allowable.</p> <p>Physical activity/exercise classes, equipment, or facilities.</p> <p>Nutrition education costs that are charged to another Federal program (e.g., WIC, EFNEP, Head Start, etc.)</p> <p>Incentive payments for class attendance.</p> <p>Personal costs for recipients to attend nutrition education activities such as childcare and transportation services.</p> <p>Providing nutrition education classes in school sites that have less than 50 percent of their student populations eligible for free and reduced meals through the School Lunch Program.</p> <p>Implementation of salad bar programs.</p>
Physical Activity	
As a component of broader nutrition activities that educate about and promote physical activity, such as providing Food Stamp Program	Costs incurred for health club or gym memberships, dues, equipment, (such as bicycles, treadmills, stair steps, hula-hoops, weights, jump ropes, and the like);

ALLOWABLE AND UNALLOWABLE COSTS
USDA GUIDELINES, 2003

<u>ALLOWABLE</u>	<u>UNALLOWABLE</u>
<p>participants and similar low-income persons with information and encouragement to exercise.</p> <p>Purchase/development of educational materials promoting physical activity for program participants. All newly developed materials must have <i>Network</i> approval before final production.</p> <p>Physical activity education and promotion as part of nutrition education sessions in the Food Stamp Program (FSP) may include provision of advice, demonstrations (instructional in nature, on a <u>one-time basis</u>), and community resource information, (such as a free local fitness event) in order to encourage program participants to engage in regular physical activity.</p> <p>Additional examples of acceptable physical activity promotion may include:</p> <ul style="list-style-type: none"> • Information on local sites where FSP participants and other low-income persons can access a diverse range of low or no-cost activities appropriate for different ages and physical abilities. • Physical activity bulletin boards or displays around the food stamp offices, clinics or community. • Referral to library or web site resources. • Development and provision of information and resource lists to target audience. 	<p>facilities (rental or modifications); or exercise leaders for ongoing exercise classes.</p> <p>Physical Activity supplies for class participants are not allowable except for instructor demonstrations.</p> <p>Educational materials developed without <i>Network's</i> prior approval.</p>
Literature/Materials/Audiovisuals	
Fact sheets, brochures, newsletters, and calendars, etc., that are produced for distribution to food stamp recipients/applicants and similar	Any nutrition education literature paid for by another federal or private program or source.

ALLOWABLE AND UNALLOWABLE COSTS
USDA GUIDELINES, 2003

<u>ALLOWABLE</u>	<u>UNALLOWABLE</u>
persons about nutrition education related topics such as food choices, food budgeting and food preparation. Costs for nutrition education material may be shared between programs provided the State agency describes the interagency agreement that exists between the programs, and the method used for allocating costs between the programs.	Any material that endorses or promotes brand name products or retail stores. Paying for manufacturer's or store (cents off) coupons. Encouraging or influencing a store's pricing policy.
Gardening	
Only educational supplies, curricula and staff salaries to teach gardening concepts as part of nutrition education efforts that reinforce the beneficial nutrition aspects of gardening.	The cost for the rental or purchase of garden equipment (fertilizer, tractors), the purchase or rental of land for garden plots, seeds, plants, and other gardening supplies are not allowable costs.
Training and Other Costs	
<p>Training for staff partners related to using social marketing approaches for nutrition education to Food Stamp applicants/recipients, and similar low-income groups.</p> <p>Nutrition education training materials.</p> <p>General briefings to community health care providers about Food Stamp Program nutrition education in the community.</p> <p>Reimbursement for personal costs (such as meals, child care and transportation) for recipients of the Food Stamp Nutrition Education Program to <u>actively participate</u> in focus groups needs assessments, and advisory groups to inform and improve nutrition education effectiveness.</p>	<p>University courses on technical or clinical subjects that are not relevant to the practical delivery of participant nutrition education.</p> <p>Personal costs (such as child care and transportation) for recipients to <u>attend</u> nutrition education activities.</p> <p>Costs of training materials that have not been reviewed/approved for use in Food Stamp Nutrition Education.</p>
Policy Education	
Testimony invited by a legislative or administrative body.	Any activity or material to lobby or influence Federal, State, or local officials to pass or sign legislation or to influence the outcomes of an

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USDA GUIDELINES, 2003

<u>ALLOWABLE</u>	<u>UNALLOWABLE</u>
<p>Testimony at public hearings, "conversations", town halls and other fact-finding forums regularly convened by the executive branch of government.</p> <p>Responding to or meeting with a member of Congress or a State legislature for a factual, technical or educational presentation.</p> <p>Working with non-profit and business entities to formulate policies, systems, and environmental changes that promote healthy eating, physical activity, or the use of federal nutrition assistance programs in their organization or with their stakeholders.</p> <p>Provider information or technical assistance informs the public and the stakeholders about policy issues. Preparation of fact sheets and new program concepts about policy options.</p>	<p>election, referendum, or initiative.</p> <p>Sponsoring or convening meetings designed to draft legislation or discuss developing legislative proposals.</p> <p>Initiating a letter-writing campaign to influence a Congressional or legislative vote.</p> <p>Paying an individual to influence or attempt to influence any Member of Congress, or any officer or employee of a Member of Congress.</p> <p>Paying an individual to influence or attempt to influence any officer or employee of an agency in connection with awarding, renewing, or modifying a Federal contract.</p>
Supplanting Educational Activities	
<p>Programs must not supplant existing nutrition education activities. Where operating in conjunction with existing programs, the activities should enhance and/or supplement them. For example, the cost for a home economics teacher to conduct an extracurricular cooking club for low-income teenagers could be allowable, while using Food Stamp funds to replace costs of routine nutrition school classes would constitute inappropriate supplanting of ongoing school curricula.</p>	<p>Nutrition education costs that are charged to another Federal program (e.g. WIC, EFNEP, Head Start, etc.)</p>
Audiovisuals	
<p>Videos and websites targeted to low-income populations about nutrition education and related topics.</p>	<p>Any audiovisual paid-in-full by a private third party or source and any audiovisual that endorses or promotes brand name products or retail stores.</p>

ALLOWABLE AND UNALLOWABLE COSTS
USDA GUIDELINES, 2003

<u>ALLOWABLE</u>	<u>UNALLOWABLE</u>
Materials targeted to intermediaries who deliver services to low-income persons.	
Media Campaigns	
<p>Paid or public service radio and television commercials for low-income persons</p> <p>Advertisements promoting healthy eating directed toward low-income households within the community.</p> <p>Media appearances, interviews, preparations of press releases and press kits, training of spokespersons, announcements publicizing community events or resources for low-income persons.</p>	Media campaigns to promote or present nutritional messages to the general public, which are not targeted to low-income or to the food stamp eligible population.
Nutrition Education Reinforcement Items	
<p>Nutrition education reinforcement items are allowable costs only if they are deemed reasonable and necessary, contain and reinforce good nutrition messages, and are of nominal value (\$3 or less per item).</p> <p>Examples of allowable reinforcement items are those that convey nutrition and cues to action, education messages, such as refrigerator magnets picturing the Food Guide Pyramid, note pads, cooking gear, (e.g., measuring cups, cutting mats, etc.) or other items of nominal value which reinforce an important nutrition behavior.</p>	<p>Purchase of nutrition education reinforcement items that do not contain nutrition messages</p> <p>Distribution of nutrition education reinforcement items with an individual cost of over \$3.</p>
Food Demonstration	
<p>Cost of food for recipe/taste testing purposes.</p> <p>Cost of kitchen equipment and dishes necessary</p>	Distribution of food items which is given for attendance. Also, incentive payments to encourage attendance at nutrition education classes or focus

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USDA GUIDELINES, 2003

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<p>for food storage, preparation and display of food prepared for demonstration purposes.</p> <p>Equipment costs must be prorated to reflect the food stamp nutrition education portion only, if other programs or projects use the equipment.</p> <p>Cost for food samples associated with a nutrition education lesson.</p>	<p>groups.</p> <p>Use of staff time to prepare/serve meals.</p> <p>Snacks, meals, or food/fruit for display purposes</p>
Needs Assessments, Research and Evaluation	
<p>Consumer and intermediary/market research and pilot testing.</p> <p><i>Network</i> approved consultant services for needs assessments, research and evaluation activities.</p> <p>Conducting focus groups as an essential part of developing and testing targeted nutrition messages for the targeted low-income audience. Expenses (e.g., meals, child care, and transportation) that are considered necessary and reasonable for services provide as a focus group participant.</p> <p>Intercept surveys, key informant interviews, record audits, and community surveys.</p> <p>Telephone or mail surveys, purchase of questions for surveys.</p> <p>Formative, process and outcome evaluation.</p>	<p>Payment to subjects for their participation in research/evaluation studies.</p> <p>Research that does not target Food Stamp recipients/applicants and other low-income persons.</p>
Medical Equipment and Health Services	
<p>Salaries and benefits of personnel to <u>assess</u> biochemical data from recipients, or to collect dietary intake data based on the 24 hour recall</p>	<p>Medical equipment or health services related to health assessment of recipients; obtaining data on nutritional status, chronic disease, or chronic disease</p>

ALLOWABLE AND UNALLOWABLE COSTS
USDA GUIDELINES, 2003

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<p>and food frequency questionnaires, and to collect questionnaires on nutrition knowledge and behaviors.</p>	<p>risk assessments. This includes obesity prevention and/or weight management programs, which are billable to MediCal or other medical insurance.</p> <p>Costs associated with the measurement of height, weight, skin fold thickness, blood pressure, cholesterol, blood-glucose and iron levels.</p> <p>Medical Equipment. E.g., (scales, sphygmomanometer, skin fold calipers, glucometer).</p> <p>Medical nutrition therapy involves the assessment of nutritional status and the assignment of diet, counseling, and/or specialized nutrition therapies to treat an individual's illness or condition.</p>
Equipment	
<p>Purchase of office or electronic equipment (such as computers TV, VCR, cameras, etc). All equipment must be integral to the nutrition education activity. If the equipment is also being used to support other activities, the costs must be prorated. Equipment paid for with Local Share funds may have to be returned if the project is terminated or the Contractor no longer participates in the <i>Network</i> Program.</p> <p>A public organization may donate equipment and use fair market value; however, any fair market value must be adjusted to reflect equipment provided by federal funding. (Multiplying the fair market value times the percentage share invested in the equipment may factor this value.)</p>	<p>Electronic or office equipment that exceeds prior approval thresholds (i.e., \$5,000) unless such prior approval is received from the <i>Network</i>.</p>

ALLOWABLE AND UNALLOWABLE COSTS
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Space Allocations	
Space allocated for nutrition education programs in which the plan for the space/cost allocation is documented and actual out-of-pocket costs are incurred and tracked.	Local Share charges for space that is donated by a private third party or <u>public entity</u> , or costs that are fully funded by another program (e.g., USDA, WIC and EFNEP programs). For publicly owned space, amounts claimed under "rent" must represent actual costs of ownership and/or maintenance for the property, NOT the "fair market value" if the space were rented on the open market. For example, if a county or school district donated space to a program to use in the conduct of eligible nutrition education, and the county or school district were not incurring any ownership or maintenance costs for that space, no "fair market value" may be assigned to that space for the purposes of determining Local Share contributions.
Profits/Revenues	
Sale of publications/materials produced with USDA dollars <u>at cost</u> .	Sale of publications/materials produced with USDA dollars to make a profit without prior approval from the <i>Network</i> .

FUNDING ANNOUNCEMENT FACT SHEET

California Nutrition Network for Healthy, Active Families **Local Incentive Award Program**

The *California Nutrition Network for Healthy, Active Families (Network)* is offering your organization an opportunity to participate in our innovative Local Incentive Award (LIA) Program for the federal fiscal year (FFY) of October 1, 2003 to September 30, 2004. The *Network* is funding organizations to promote fruit and vegetable consumption, daily physical activity, and participation in federally funded nutrition assistance programs.

You Qualify to Apply if:

- ◆ Your organization is a **public entity** (e.g., city governments, parks and recreation departments, local health departments, county offices of education, public school districts, colleges/universities, University of California Cooperative Extensions, Indian Tribal organizations, other public organizations).
- ◆ Your nutrition education program, which should include some physical activity promotion and federally funded nutrition assistance program promotion, will primarily target:
 - a) Persons participating in or eligible for the USDA Food Stamp Program or a target audience with at least 50 percent having household incomes of not higher than 185 percent of the Federal Poverty Level, and/or
 - b) For school districts or organizations working with schools, over **50 percent** of the students must be eligible to receive **free and reduced** school meals at each participating school site.
- ◆ Your existing nutrition education budget funded by your organization (defined as Local Share) targeting low-income consumers will total a minimum of **\$50,000** for the October 1, 2003 to September 30, 2004 contract period.
- ◆ Your existing nutrition education program (Local Share) is paid for with **non-federal sources** (state or local public funds) or private cash donations and will not be used to match other federal programs. (Exception: Indian Tribal organizations may use federal funds designated for nutrition education as an allowable local source of dollars directed toward nutrition/physical activity promotion.)

Funding Available

- ◆ The source of funding for the LIA Program is the United States Department of Agriculture's (USDA) Food Stamp Nutrition Education Program. The funding must be utilized for nutrition education, physical activity promotion, and promotion of federally funded nutrition assistance programs during the FFY of October 1, 2003 to September 30, 2004.
- ◆ Through this funding source, you may receive additional funds (up to a maximum of 50 percent of your budget) to enhance or expand the qualifying interventions funded by your organization. For example, if your organization will be providing \$50,000 of activities/services for nutrition education (Local Share Budget), you may receive up to \$25,000 in additional funds (defined as State Share Budget) from the *Network*. This will allow your organization to provide a total of \$75,000 of nutrition education activities.
- ◆ Check our website for updates on key funding and program information: www.ca5aday.com.
- ◆ For more information: Programmatic Questions: Frank Buck (916) 445-1305
Administrative/Fiscal Questions: Ralph Bonitz (916) 327-0938